

AMENDMENT TO THE CLAIMS

1. (Currently amended) A method to provide a consumer aggregation service on a network service provider, comprising ~~the steps of:~~

registering ~~a~~ users with the aggregation service;

granting the registered user access to a network ~~the World Wide Web~~ through the aggregation service; and

replacing the registered user's individual identity with the aggregation service's identity in the case that as the user's identity is required for interaction with a merchant site on the network, browses World Wide Web sites wherein the aggregation service collects any incentives from a merchant associated with the merchant site and stores the incentives in a database for use by users registered with the aggregation service.

2. (Currently amended) The method of claim 1, further comprising ~~the steps of:~~

receiving transaction information associated with ~~for at least one~~ the registered user;

intercepting ~~an~~ purchase ~~electronic merchandise~~ order placed by the registered user with the a merchant through an electronic network;

charging the registered user for the order;

executing the order with the merchant on the registered user's behalf so that the aggregation service's identity is charged by the merchant for the order; and

storing information regarding the order ~~each purchase~~ in a database.

3. (Currently amended) The method of claim 2, wherein the aggregation service ships ~~the purchased a~~ product associated with the order to the registered user once the ~~purchased~~ product is received by the aggregation service.

4. (Currently amended) The method of claim 2, wherein the aggregation service gives the shipping address of the registered user to the merchant so that ~~the purchased a~~ product associated with the order may be shipped directly from the merchant to the registered user.

5-6. (Cancelled)

7. (Currently amended) The method of claim ~~6~~ 2, wherein the aggregation service awards ~~the a~~ registered user incentive coupon or bonus points based on the order purchase made by the ~~registered user.~~

8. (Currently amended) The method of claim 7, wherein the aggregation service allows the registered user to trade-in incentive coupon or bonus points to obtain incentives coupons or bonuses collected by the aggregation service.

9. (Currently amended) The method of claim 2, wherein the aggregation service obtains incentives financial benefits from a supplier or the merchant based on the aggregate purchase volume of the aggregation service at the supplier's or merchant's site.

10. (Currently amended) The method of claim 9, wherein the incentive financial benefit can be includes a volume discount offered to registered users of the aggregation service.

11. (Currently amended) The method of claim 9, wherein the incentive financial benefit can be includes an upgrade on the method of shipping.

12. (Currently amended) The method of claim 9, wherein the incentive is distributioned of the financial benefit to registered users ~~can be~~ based on the amount of purchases made by the registered users ~~in the past.~~

13. (Currently amended) The method of claim 9, wherein the incentive financial benefit can be is distributed evenly to all registered users that purchasing a specific product.

14. (Currently amended) The method of claim 9, wherein the incentive is distributioned of the financial benefit can be tied to based on a special purchase program, such as where buying one product allows the registered user to get a second product at half price.

15. (Original) The method of claim 1, wherein the aggregation service preserves the anonymity of its registered users by referring to them by assigned ID numbers.
16. (Currently amended) The method of claim 2, wherein a shipping company ships ~~the purchased~~ a product associated with the order to the registered user once the ~~purchased~~ product is received.
17. (Currently amended) The method of claim ~~15~~ 16, wherein a shipping address of the registered user is only decodable to a physical address by the shipping company.
18. (Currently amended) The method of claim 2, further comprising:
~~the step of~~ permitting the registered user to specify the maximum price of items associated with the order that the user is interested in purchasing.
19. (Original) The method of claim 1, wherein the aggregation service may be comprised of multiple aggregation sites all connected through a central controller.
20. (Original) The method of claim 19, wherein the aggregation sites are controlled by a third party to the aggregation service.
21. (Currently amended) The method of claim 1, wherein information associated with the registered user's ~~information~~ is stored in a database.
22. (Cancelled)
23. (Currently amended) Computer executable software code stored on a computer readable medium, the code for causing a computer to ~~providing a consumer aggregation service on a network service provider, comprising:~~
~~code to~~ register a users with the aggregation service;
~~code to~~ grant the registered user access to a network ~~the World Wide Web~~ through the aggregation service; and

~~code to~~ replace the registered user's individual identity with the aggregation service's identity in the case that as the user's identity is required for interaction with a merchant site on the network, browses World Wide Web sites wherein the aggregation service collects any incentives from the merchant site and stores the incentives in a database for use by users registered with the aggregation service.

24. (Currently amended) The computer executable software code of claim 21, further comprising:

code to receive transaction information associated with ~~for at least one~~ the registered user;

code to intercept ~~an~~ purchase electronic merchandise order placed by the registered user with ~~the a merchant through an electronic network;~~

code to charge the registered user for the order; and

code to execute the order with the merchant on the registered user's behalf so that the aggregation service's identity is charged by the merchant for the order.

25. (Currently amended) A computer system for providing a consumer aggregation service on a network service provider, comprising:

a memory having at least one region for storing computer executable program code; and

a processor for executing the program code stored in memory, wherein the program code includes:

code to register a users with the aggregation service;

code to grant the registered user access to a network ~~the World Wide Web~~ through the aggregation service; and

code to replace the registered user's individual identity with the aggregation service's identity in the case that as the user's identity is required for interaction with a merchant site on the network, browses World Wide Web sites wherein the aggregation service collects any incentives from the merchant site and stores the incentives in a database for use by users registered with the aggregation service.

26. (Currently amended) The computer system of claim 25, further comprising:

code to receive transaction information associated with ~~for at least one~~ the registered user;

code to intercept an purchase ~~electronic merchandise~~ order placed by the registered user with the a merchant ~~through an electronic network~~;

code to charge the registered user for the order; and

code to execute the order with the merchant on the registered user's behalf so that the aggregation service's identity is charged by the merchant for the order.

27. (New) A method, performed by a computer, comprising:
registering a plurality of users with an aggregation service;
providing Internet access, via the aggregation service, to the plurality of registered users;
collecting incentives associated with Internet activity of the plurality of users; and
distributing the incentives to the plurality of users.
28. (New) The method of claim 27, wherein the incentives include at least one of a rebate, a coupon, a discount, or a promotion associated with transactions conducted by the plurality of users.
29. (New) The method of claim 27, wherein the incentives are distributed to at least one user of the plurality of users based at least in part on incentive points earned by the at least one user.